

F.No.02/01/2022-COMM
Government of India
NITI Aayog (National Institution for Transforming India)
Communication Cell

NITI Bhawan, New Delhi

Date: 04 /10/2022

NOTICE

Subject: RFQ-cum-RFP for hiring a Digital Amplification & Social Media Management Agency for NITI Aayog.

With reference to Communication Cell's e-Tender Reference No.02/01/2022-Comm dated 16/06/2022, on the above cited subject, participation from 19 Bidding Firms was received. The duly constituted Tender Evaluation Committee has evaluated all the 19 bids on the Pre-Qualification Criteria specified in the RfQ-cum-RfP document. After scrutiny of all the bids/proposals on the Pre-Qualification Criteria, the list of responsive and non-responsive bids is as under:

Pre-Qualified/Responsive Bids		
Sl.No.	Name of the Bidding Firm	
1	M/s Cyfuture India Pvt. Ltd.	
2	M/s India News Communications Ltd.	
3	M/s Goldmine Advertising Ltd.	
4	M/s ADG Online Solutions Pvt. Ltd.	
5	M/s Half Circles Media Pvt. Ltd.	
6	M/s Yaap Digital Pvt. Ltd.	
7	M/s Adglobal360 India Pvt. Ltd.	
8	M/s Avian Media Pvt. Ltd.	
9	M/s JRNY Entertainment	
10	M/s Dot Communications	
11	M/s DRDLAB Pvt. Ltd.	
12	M/s Appinventiv Technologies Pvt. Ltd.	
13	M/s Woodapple Interactive Pvt. Ltd. & M/s E2logy Software Solutions Pvt. Ltd.	
Non-Responsive Bids		
Sl.No.	Name of the Bidding Firm	Deficiency Observed
1	M/s Kailasa Analytics and Services Pvt. Ltd.	ISO Certificate Not Attached
2	M/s Rams Creative Technologies Pvt. Ltd.	Team Composition Form 3J Not Attached
3	M/s Y S Infotech	ISO Certificate Not Attached
4	M/s Hill + Knowlton Strategies, a Unit of Hindustan Thompson Advertising Ltd.	ISO Certificate Not Attached

5	M/s Brandmommy Markcom LLP	Forms 3A, 3B, 3C, 3D, 3E, 3F, 3H, 3I & 3J Not Attached
6	M/s OD Communications Pvt. Ltd.	ISO Certificate Not Attached

2. The technical presentations by all the 13 pre-qualified/responsive bidding firms, as indicated above, will be seen and evaluated by the Tender Evaluation Committee on 06/10/2022 (Thursday) from 10:00 AM onwards in Committee Room No.122 of NITI Bhawan, Sansad Marg, New Delhi-110001. A maximum time of 05 minutes will be given to each bidding firm for presentation. All the bidders are requested to reach NITI Aayog by 09:00 AM.


4/10/22

(Manisha Verma)

Under Secretary to the Govt of India

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For uploading on the website of NITI Aayog and on Central Public Procurement Portal.